

A Quarterly Publication of Discovery Communications

# GLOBE

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Did You  
Know?

 **Discovery**  
COMMUNICATIONS™

{ A MESSAGE FROM }

# David Zaslav



Discovery's sustained financial momentum continued during the third quarter of 2011, as the power of our brands and the value of our content to viewers, distributors and advertisers once again translated into double-digit revenue and Adjusted OIBDA growth. This strong performance demonstrates how our focus on investing in and strengthening our existing brands, as well as building new genres, is creating real value and driving organic growth.

Domestically, there is no better example of this than Investigation Discovery (ID), where our investment in content is directly translating into strong advertising gains. ID was the largest driver of advertising growth this quarter with viewership up over 50% led by WHO THE (BLEEP) DID I MARRY?, NIGHTMARE NEXT DOOR and I MARRIED A MOBSTER. ID also remains the fastest-growing U.S. cable network and is the #1 network in length of tune among adults 25-54.

On Discovery Channel, DEADLIEST CATCH and the return of SONS OF GUNS remained strong with the second season of SONS OF GUNS delivering 35% viewership growth over season one. TLC's performance in the quarter was led by returning series SISTER WIVES, up 40% from last season, and WHAT NOT TO WEAR, as well as the network's dominant Friday night wedding lineup, including SAY YES TO THE DRESS and FOUR WEDDINGS. Overall, our sustained

investment in content has resulted in a domestic portfolio that is broader and deeper than it ever has been.

Importantly, the momentum we are generating from our investment in content is not limited to our domestic channels. Internationally, our subscriber base expanded over 10% this past quarter, which translated into double-digit affiliate revenue growth in local currency terms,

*"...TLC international, which has now surpassed its goal of reaching 100 million homes by the end of 2011."*

and the combination of more robust programming offerings and growing pay-TV platforms around the world is resulting in substantial viewership gains and sustained double-digit advertising growth.

This success included strong performance from TLC international, which has now surpassed its goal of reaching 100 million homes by the end of 2011.

Going forward, our continued investment in building out our brands and platforms around the globe puts us in a great position to take additional market share and deliver further value to our shareholders.

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David Zaslav is President and Chief Executive Officer of Discovery Communications and serves on the company's Board of Directors.

## Green Light for Velocity – Discovery’s Newest Brand Races Into Viewers’ Homes



VELOCITY

Discovery Communications' newest U.S. brand made its debut on October 4 as Velocity took the place of HD Theater, racing into approximately 40 million homes. The all-HD network targeting upscale men features an all-new primetime schedule including more than 140 original premiere hours representing the best of the travel, leisure, automotive, adventure and sports genres.

Velocity's initial programming offering is highlighted by a partnership with NFL Films which brings two world-premiere series to the network. NFL Films, Velocity and Intersport collaborated to create the all-new, original franchises, NFL SINGLE COVERAGE and GREATEST NFL RIVALRIES – each capturing the intensity, passion and competition of the NFL. NFL SINGLE COVERAGE goes inside key NFL games via personal interviews, in-game player microphones and special camera angles to focus on the often-overlooked individual player battles. As the companion series to NFL SINGLE COVERAGE, each episode of GREATEST NFL RIVALRIES provides a historic look at legendary games played between two featured franchises. Both NFL SINGLE COVERAGE and GREATEST NFL RIVALRIES boast the world-class production and archive footage of NFL Films.

## Discovery Communications Named to *Fortune's* Fastest-Growing Companies List



In September, *Fortune* magazine released its annual list of the 'Top 100 Fastest-Growing Companies' and Discovery Communications was ranked #7. In its citation, *Fortune* noted that Discovery's non-U.S. advertising revenue increased 25% in the second quarter, while affiliate revenues rose 18%. In March, Discovery also was named to *Fortune's* list of the 'Most Admired Companies' for the second consecutive year. The company ranked third behind Disney and Time Warner, besting global powerhouses including Viacom, News Corp, Bertelsmann and CBS.

## Jean-Briac (JB) Perrette Joins Discovery Communications as Chief Digital Officer



Former NBCUniversal executive Jean-Briac (JB) Perrette joined Discovery Communications on October 17 as Chief Digital Officer. Perrette most recently served as

President, Digital and Affiliate Distribution and Content Distribution Strategy, for NBCUniversal, overseeing North American distribution of television and film content across digital platforms. He coordinated NBCU's overall content distribution strategy, and was responsible for NBC's broadcast network distribution. He also helped launch new digital channels Sleuth, Chiller and Universal HD and played a leadership role in developing the industry-leading digital venture, Hulu.

At Discovery, Perrette will oversee Discovery's digital strategy, including U.S. websites ( Discovery.com, TLC.com, and HowStuffWorks.com, etc.), Interactive Technology, Digital Operations and

Programming. He also will lead digital distribution efforts with non-traditional affiliates (ex: Apple, Netflix, Amazon, etc.), as well as having responsibility for Discovery Commerce, including Licensing and Home Entertainment, and Footage and Music Services.

To-date in 2011, Discovery's Digital Media division has logged significant growth in video streams, unique viewers and app development. Monthly video streams across Discovery's U.S. sites are up 83% to 126 million, and the sites are #1 in time spent viewing among all TV sites. The division also has launched three #1 apps in the past year, including the HowStuff-Works and Discovery apps for iPad.

{ COVER STORY }

# Gold Rush

## GOLD RUSH Returns for Second Season of Ratings Riches

Discovery Channel's hit series GOLD RUSH returned for a second season on October 28. In its first season, the series consistently ranked as the #1 non-sports cable program on Friday nights among key demographics and the season finale delivered a whopping 4.55 million viewers, beating out all broadcast and sports (including the NBA all-star events) programs to become the #1 primetime program in all of television in key male demographics (men 25-54, men 18-49 ratings and delivery).

GOLD RUSH's ratings success continued into its second season, as the premiere, "Twist of Fate," at 9 p.m. was the #1 program in all of television for the night among men 18-49 delivery (#2 among men 25-54), excluding game seven of the World Series. On cable, GOLD RUSH was the #1 program during primetime among persons and men 25-54 and 18-49, as well as women 25-54 in ratings and delivery. The episode earned a 2.23 household and 1.74 persons 25-54 rating, delivering an average of 3.33 million viewers.

Leading into "Twist of Fate" was an 8 p.m. special telecast of GOLD RUSH titled "The Off-Season," telling the story of what the miners did in the time between mining seasons to ensure their second attempt at finding gold was a successful one. This telecast finished as the #2 cable program on

Friday evening among men 25-54 and 18-49, earning a 1.59 household and 1.28 persons 25-54 rating.

GOLD RUSH follows a group of down-on-their-luck men, in the face of an economic meltdown, who risk everything to strike it rich mining for gold in Alaska. Inspired by his father Jack, Todd Hoffman leads the miners – now with one season under their belts – to finish what they started and get to the bottom of the glory hole at Porcupine Creek and find gold.

Last season, the Hoffmans and their crew battled Mother Nature – and each other – to mine their way out of financially hard times. They sold everything they owned that wasn't nailed down to fund their dream of striking it rich in Alaska, leasing the Porcupine Creek claim. But, after sinking \$250,000 into the project, they found only \$20,000 worth of gold by the end of their long, hard rookie season. A dismal end to a summer filled with injuries, broken machinery, constant fighting and an unhappy claim owner.

This season, they head north once again to Porcupine Creek, Alaska, to settle unfinished business and try again find the gold at the bottom of the glory hole. But, right as things finally start to go their way, unforeseen circumstances threaten to jeopardize their dream of striking it rich in the frozen north. With the mining season slipping away, the Hoffman crew is forced to come up with a new plan in order to salvage what could be their last mining season.

Will they strike rich or go bust once again? Tune into GOLD RUSH Friday's at 9 p.m. on Discovery Channel to find out.

## TLC International Surpasses 100 Million Household Target



With the November 1 launch of TLC in Latin America, Discovery's international female flagship has now surpassed the goal set forth by Discovery Networks International President and CEO Mark Hollinger of reaching 100 million households outside of the U.S. by the end of 2011. TLC is now the #1 global

lifestyle and entertainment network in the world.

In Latin America, as of November 1, Discovery Travel & Living became Travel & Living Channel (TLC). Available to viewers in 38 countries across the region, the newly branded TLC will continue Discovery Travel & Living's repertory of travel

shows, as well as an expanded offering of culinary-themed programming.

In addition to Latin America, TLC also recently launched in 46 countries across Africa and to 1 million homes in Denmark. In the third quarter, TLC launched in the Netherlands on July 4 and in Czech Republic, Hungary, Malta, Slovakia, South Africa and the Ukraine on September 1.



## Bear Grylls Inspires Ad Sales Clients in Australia

In September, Bear Grylls conducted an exclusive session with top national advertising clients and senior staff from advertising sales agency MCN. Bear's motivational speech, in which he provided an inspirational recount of his successful Everest climb, held a captive audience of 50. He explored the topics of leadership, innovation and success with a particular focus on the importance of teamwork to achieve goals. His talk was followed by a Q&A session after which guests were provided with a signed copy of Bear's autobiography, *Mud, Sweat and Tears*. Clients also had the opportunity to have a personal photo with Bear.

## Discovery Launches Seventh Network in India



On August 15, Discovery Networks Asia-Pacific launched its seventh network in India with the debut of

Discovery Channel Tamil. The 24-hour network is targeted at the Tamil-speaking viewers in the state of Tamil Nadu and rest of India. Tamil Nadu is the eleventh largest and seventh most populous state in India by area and has one of the most robust television markets with over 40 regional channels in the Tamil language. Targeting over 10 million households, across 32 districts in Tamil Nadu, Discovery Channel Tamil will feature programs from various genres including survival, engineering, wildlife, natural history, investigation and technology. It also has independent advertising inventory, offering opportunities for Tamil and national advertisers to reach a well-defined audience.

## Discovery Dedicates Owned-and-Operated U.S. Teleport

On July 28, Discovery Communications' new U.S. teleport station officially went live in Sterling, Va. The new station controls the transmission of all content for Discovery's 14 U.S. networks and 33 full-time U.S. feeds.

The teleport adds to the capabilities of Discovery's existing television and technology center in Sterling, which opened in 2005 and enabled the company to originate the broadcast of the programming for its U.S. networks. Now, the Discovery Sterling teleport makes it possible for Discovery to not only originate, but also transmit content directly to its six satellite transponders. Discovery's engineers are now the last people to touch Discovery programming before it reaches viewers.



watch with the world:

# RATINGS HIGHLIGHTS

## AMERICAN CHOPPER: SENIOR VS. JUNIOR AND AMERICAN GUNS GENERATE RATINGS SUCCESS ON MONDAY



Discovery Channel's hit series  
AMERICAN CHOPPER: SENIOR VS.  
JUNIOR produced stellar ratings on

Monday nights in October, making the show #1 with persons and men 25-54 and 18-49 (excluding sports). The October 17 episode delivered a 1.69 household rating and a 1.61 persons 25-54 rating. Overall, the episode, titled "Silent Treatment," garnered 2.46 million viewers. Following AMERICAN CHOPPER: SENIOR VS. JUNIOR, was the second episode of Discovery Channel's new series, AMERICAN GUNS, which was the #2 primetime cable program among men 25-54 and men 18-49 (excluding sports). The premiere earned a 1.13 household rating and 0.89 persons 25-54 rating, delivering 1.38 million viewers.

## SUMMER RATINGS HEAT CONTINUES INTO THE FALL



TLC summer ratings were hot, and so far, fall is proving to be even hotter. TLC had 20 shows that averaged over 1.0 million viewers in Summer 2011: EXTREME COUPONING (1.8 million), SAY YES TO THE DRESS: BRIDESMAIDS (1.7 million), MY BIG FAT GYPSY WEDDING (1.6 million), TODDLERS & TIARAS (1.6 million), HOARDING: BURIED ALIVE (1.5 million), WHAT NOT TO WEAR (1.5 million), CAKE BOSS (1.4 million), SAY YES TO THE DRESS: ATLANTA (1.4 million), NY INK (1.3 million), MY STRANGE ADDICTION (1.3 million), FOUR WEDDINGS (1.3 million), SAY YES TO THE DRESS: BIG BLISS (1.2 million), SAY YES TO THE DRESS: RANDY KNOWS BEST (1.2 million), LA INK (1.2 million), KATE PLUS 8 (1.2 million), 19 KIDS AND COUNTING (1.2 million), POLICE WOMEN OF BROWARD COUNTY (1.2 million), THE LITTLE COUPLE (1.2 million), BIG SEXY (1.1 million) and SURPRISE HOMECOMING (1.1 million). Overall, TLC was a top 10 ad-supported cable network in primetime every night of the week among women 18-34 and ranked among the top 10 ad-supported cable networks in primetime six out of seven nights of the week in delivery among women 25-54 and 18-49.

## EVERYBODY WANTS TO GO HILLBILLY HANDFISHIN'



The debut season of HILLBILLY HANDFISHIN' was a summer hit for Animal Planet with the nine premieres delivering 782,000 viewers. The series was the best-ever series debut for Animal Planet among persons 25-54. It was also a favorite among a number of celebrities with Kristen Chenoweth, Chris Tucker, Vanessa Carlton and rockers Death Cab for Cutie accepting Animal Planet's 'triple dog dare' challenge to go noodling.

## PIT BOSS RULES IN LATIN AMERICA

The Spanish-language version of Animal Planet's PIT BOSS series propelled Animal Planet to the top spot in Mexico among adults 25-54 in its Thursday 10 p.m. timeslot during its first four weeks on the air. The show increased the channel's ratings by 121% in thanks to the program's popularity among both men and women. It also put Animal Planet in second place among cable channels in Colombia, behind only Discovery Channel, for the same timeslot among its 25-54 target audience.



**THE ROSIE SHOW AND OPRAH'S LIFECCLASS PREMIERE TO TRIPLE-DIGIT GROWTH**



The October 10 premiere of OWN: Oprah Winfrey

Network's new fall season featuring Rosie O'Donnell's daily talk show THE ROSIE SHOW (Monday through Friday at 7 p.m.) and OPRAH'S LIFECCLASS (Monday through Friday at 8 p.m.) garnered triple-digit growth across all key demographics versus year-ago Discovery Health numbers. Both new series aired concurrently across five Discovery Communications networks, including TLC, Investigation Discovery, Discovery Fit & Health and Planet Green in addition to OWN, with THE ROSIE SHOW earning 1.5 million and OPRAH'S LIFECCLASS earning 1.2 million gross average audience, respectively.



**TRANSFORMERS PRIME AND R.L. STINE'S THE HAUNTING HOUR: THE SERIES DRIVE SOLID AUDIENCE GAINS**



The record-setting season finale of the popular series TRANSFORMERS PRIME and a strong performance of a new episode of the original, live action anthology series R.L. STINE'S THE HAUNTING HOUR: THE SERIES drove The Hub TV Network to strong audience gains in total day among all key target demographics for the week of October 10-16, versus one year ago. The eagerly anticipated season finale of the three-episode story arc for TRANSFORMERS PRIME on October 15 was the series' best-ever performance among the network's target demographic of kids 6-11.

THE ROSIE SHOW live premiere on OWN ranked as the #2 talk show on cable posting triple-digit growth across all key demos versus year-ago. The premiere of OPRAH'S LIFECCLASS also posted triple-digit growth across all key demos versus year-ago. Additionally, the OPRAH'S LIFECCLASS live webcast saw more than 250,000 streams on Oprah.com and via Oprah's and OWN's Facebook pages.

**DOUBLE-DIGIT AUDIENCE GROWTH CONTINUES**



ID set summer records in 2011, ending the third quarter up 50% or more in nearly all demographics. With sizzling series like WHO THE (BLEEP) DID I MARRY?, I MARRIED A MOBSTER, NIGHTMARE NEXT DOOR, DEADLY WOMEN and UNUSUAL SUSPECTS leading the charge, ID has now achieved 29 consecutive months of year-over-year primetime delivery gains among persons 2+, persons 25-54 and women 25-54. In addition, Investigation Discovery continues to be America's fastest growing network and the #1 network among persons 25-54 for length of tune for both primetime and total day. ID ended the third quarter as the #27 in persons 25-54 primetime delivery, up nine spots from a year ago.

**ROB, THE ROBOT PROVES POPULAR IN MEXICO**



The strong debut of ROB, THE ROBOT, a new animated series designed to awaken children's interest in science and technology, helped drive Discovery Kids to the #1 spot among cable channels in Mexico for kids 4-6 on weekday mornings during the third quarter. The series, inspired by an Australian educational book series of the same name by John Magart, centers around Rob, the galaxy's most curious and adventurous robot, who likes to help solve problems.

**HISPANIC NETWORKS DELIVER RECORD RATINGS**



Powered by popular series and winning specials, Discovery's U.S. Hispanic networks continued to deliver record ratings in the third quarter. Discovery en Español closed the quarter with its highest primetime performance on record among 18-49 Hispanic viewers and maintained its #2 position among all Hispanic pay-TV channels across key demographics. Discovery Familia also performed strongly, rating as the #1 Hispanic pay-TV channel from 6 a.m. to 7p.m. among preschool kids 2-5 and #1 overall with kids 2-11.

tune in:

# PROGRAMMING HIGHLIGHTS

## **DON'T BELIEVE EVERYTHING PENN AND TELLER HAVE TO SAY**

Airing Wednesdays at 10 p.m. on Discovery Channel, **PENN & TELLER TELL A LIE** presents viewers with up to seven wildly unbelievable stories – but one of them is a totally believable big fat lie! The series offers Discovery Channel's first live, interactive on-air integration as viewers vote for the story they think is the "lie" via online and mobile devices. Other amazing things viewers will learn from **PENN & TELLER TELL A LIE**: A butter knife can stop a speeding bullet. You can melt steel with bacon. A man can run faster than a racehorse. A jet engine can blow out a forest fire. You can lift a car with a head of human hair. Wallpaper can stop a wrecking ball... but, which one is the lie?

## **MUSLIM AMERICA REVEALED IN NEW TLC SERIES**

TLC's highly anticipated new series **ALL-AMERICAN MUSLIM** launches on November 13. The series brings audiences inside



Dearborn, Michigan, a mid-sized industrial city that is also home to the largest mosque in the United States. Following the daily lives of five Muslim American families, each episode offers an intimate look at their customs and celebrations, as well as the misconceptions, conflicts and differences they face outside – and within – their own community. The families featured in the series share the same religion, but lead very distinct lives that often times challenge the Muslim stereotype. They are sharing their biggest celebrations and their unexpected challenges, giving viewers unprecedented access into the American Muslim community.

## **VARMINTS BEWARE... TURTLEMAN IS HERE!**

Dive deep into the backwoods of wild Kentucky with legendary woodsman Ernie Brown Jr. – aka "Turtleman" – as he takes on some of the most outlandish and outrageous nuisance calls these woods have to offer – including raccoons, skunks, snakes,

poisonous spiders and possums. Ernie is a charming animal lover with an unbelievable Bluegrass lifestyle, and for the past three decades, he's been diving into Kentucky's murkiest ponds in search of feisty snapping turtles capable of biting through bone. In Animal Planet's **CALL OF THE WILDMAN**, airing Sundays in November at 10 p.m., Turtleman receives calls from dozens of businesses and home owners stuck with unwanted and potentially deadly pests. With a "trademark" celebratory yell following each successful capture, Turtleman's self-taught trapping style allows him to safely reintroduce frisky critters to nature.

## **THE BIGGEST EVENT ON ALL FOURS IS BACK!**

**PUPPY BOWL** is back on Animal Planet for its eighth consecutive year on February 5 with an all-star, all-adorable cast that's ready to mix it up on the grand gridiron of Animal Planet Stadium. **PUPPY BOWL VIII** brings viewers a loveable lineup that's itching

to play in a winning combination of terrier tackles, touchdowns, puppy penalties, fumbles and fido first downs. Featuring fan-favorites like the water bowl cam, kiss cam and an aerial view of the game, this year's big game adds little piggies who will "ham" it up on the sidelines and squeal with delight for their favorite pups. From barking beagles and spunky spaniels to everything in between – we've got the cutest players taking the field on Super Bowl Sunday. Plus, back for another year is the popular **BISSELL® KITTEN HALF-TIME SHOW** that's sure to bring down the house.

## **REAL, RIVETING, RIDICULOUS? ANIMAL PLANET DEBUTS MY EXTREME ANIMAL PHOBIA**

For some, it may seem completely reasonable to be deathly afraid of snakes – even of the garden or garter variety. But what if you were terrified of moths, grasshoppers or puppies? Plenty of people are afraid of something but in extreme cases,

the fear can become so intense it's actually a phobia and can transform everyday behavior in a way that could make you laugh if it didn't actually reduce you to terror or tears. So, what is a phobic person to do? Many desperate adults turn to the Anxiety Treatment Center of Sacramento, run by psychologist Dr. Robin Zasio. In each hour-long episode of MY EXTREME ANIMAL PHOBIA, Fridays at 10 p.m., three people embark on a five-day, live-in course of intensive exposure therapy. They achieve remarkable results to beat the fear that has taken a firm grip on their lives. Whether wild animals or domestic pets, exposure therapy is highly effective – and entertaining.

**INVESTIGATION DISCOVERY LAUNCHES RECORD AMOUNT OF NEW PROGRAMMING IN FOURTH QUARTER**

Capitalizing on its unprecedented momentum, ID will supercharge the last quarter of the year with the biggest slate of original programming in network history. ID's schedule is stacked with the return of nine fan-favorite series, from the season five premiere of original newsmagazine ON THE CASE WITH PAULA ZAHN to a slew of successful returning series that explore the depth of human deeds in TWISTED, THE DEVIL YOU KNOW, STALKED: SOMEONE'S WATCHING, COLD BLOOD and FACING EVIL. With the support of an extensive off-network marketing campaign, ID launches the new season of the acclaimed series

with two new world premiere series. The six-part HOMICIDE HUNTER: LT. JOE KENDA chronicles a retired detective as he revisits cases that have rattled him to his core and talks candidly about the emotional and psychological effects that cases have on law enforcement officers. Then, featuring stories from one of law enforcement's most emotionally draining roles, HOSTAGE: DO OR DIE showcases some of the most talented hostage negotiators including one of the best – retired NYPD detective and host Dominick Misino.

**MILITARY CHANNEL GIVES VIEWERS HIGH-SPEED ACTION AND MILITARY HISTORY IN EXPLOSIVE NEW SERIES TRIGGERS: WEAPONS THAT CHANGED THE WAR**

Former Army Ranger and U.S. Pararescueman Wil Willis hosts Military Channel's newest bow to the battlefield in TRIGGERS: WEAPONS THAT CHANGED THE WORLD. This action-packed series examines the evolution of firearms, showcasing what made the development of each one unique and how it changed the face of combat forever. Slow-motion cameras and high-speed photography capture every moment of each bullet's trajectory, capturing the explosive escape from the barrel to the powerful force the impact makes on its target, giving a comprehensive glimpse at each weapon's capabilities. With six episodes TRIGGERS premieres November 30 at 10 p.m.



DISAPPEARED, which brings hope to families who are left to piece together clues after a family member vanishes. ID also takes viewers on emotional journeys ranging from family members dealing with the aftermath of a loved one's final wishes in THE WILL: FAMILY SECRETS REVEALED to the cat-and-mouse chases featured in I (ALMOST) GOT AWAY WITH IT. Additionally, ID continues to expand its trademark justice programming, introducing viewers to pioneers in their fields

**FIRST-EVER GAME SHOW ON DISCOVERY KIDS**

VELOZ MENTE, the first-ever game show produced for Discovery Kids in Latin America, premieres on November 7. Targeting kids 6-8, the show is an adaptation of the U.S. game show "Brain Surge." The production, which took place in Argentina, features creative and fun activities and is designed to foster children's memory skills and invite them to be physically active.

## Discovery Communications Announces Huawei-Discovery Expedition Phone

Discovery Communications recently entered into a global partnership with Huawei Device, one of the world's largest handset manufacturers, for the development of the Huawei-Discovery Expedition phone. Part of the expanding Discovery Expedition line, the official lifestyle brand of Discovery Channel, the phone is water-resistant, dustproof and anti-shock, and also includes a camera, GPS, torch, compass and G-sensor, making it compatible with travel and outdoor activities. Additionally, it is equipped with Facebook and Twitter social networking capabilities, allowing consumers to share their outdoor adventures and memories with friends and loved ones. The new phone will launch across the Americas, Europe, Australia, Asia, China and other global markets beginning in the fourth quarter of 2011.



## Discovery Access Introduces All-New 3D Offering



In October, Discovery Access, the footage licensing division of Discovery Communications, announced the addition of stereoscopic 3D sequences to its breadth of content offerings.

Discovery Access will work with

CGI leader Pixeldust Studios to provide, cutting-edge stereoscopic 3D animations that burst off the screen. Discovery Communications' unparalleled library of high quality footage is already in demand from television and motion picture producers around the world.

## Investigation Discovery Launches App to Help Find Missing Persons

Investigation Discovery joined forces with the National Missing and Unidentified Persons System (NamUS) to create FindTheDisappeared.com, a missing persons website compatible with iPhone, iPad and iPod Touch. Featuring a combination of people profiled in ID's series DISAPPEARED as well as cases from NamUS' extensive database, the site features individuals who have gone missing throughout the country and stores vital information on each case. Designed to harness the power of hope within a community, the app also provides users with resources to join the search themselves, offering a local component where users can search for the missing in their area and join the community commitment to bring those missing persons home. FindTheDisappeared.com was launched by Investigation Discovery and NamUS as part of their ongoing commitment to help find missing persons. All-new episodes of DISAPPEARED air Mondays on Investigation Discovery.

## Discovery Commerce Announces First-Ever Traveling Museum Exhibit

Discovery Communications is developing its first-ever traveling exhibit based on Discovery Channel's MYTHBUSTERS. 'MythBusters: The Explosive Exhibition,' will uncover the truth behind popular myths by mixing scientific method with gleeful curiosity and old fashioned ingenuity to create hands-on, interactive experiences and live demonstrations for guests of all ages. It will debut at the Museum of Science and Industry in Chicago on March 15, 2012, and visit 14 additional science centers and museums within the U.S. and Canada.



## Discovery Education Helps Students and Teachers Commemorate 9/11

To commemorate the 10th anniversary of 9/11, Discovery Education partnered with Discovery Channel and SCIENCE to engage students in classrooms nationwide with live webcasts, exclusive 9/11 curricular content and digital lesson plans. Discovery Education hosted four events in communities directly affected by 9/11 – Arlington, Va., Shanksville, Pa.,

New York City, N.Y., and Newark, N.J. – featuring previews of Discovery Channel and Science's RISING: REBUILDING GROUND ZERO and live panel discussions with local community members who were personally affected by 9/11.

Special guests at the events included Tribute WTC Visitor Center founder Lee

Ielpi, Investigation Discovery's Paula Zahn and Danny Forster, executive producer of RISING.

Discovery Education, in collaboration with the September 11th Families' Association and Tribute WTC Visitor Center, provided free, 9/11-based curriculum and discussion guides for teachers.

## Discovery Employees and Talent Give Back to Assist Tornado Victims



More than 125 Discovery Communications' employees and on-air talent from across the U.S., including Reed Timmer and Tim Samaras of Discovery Channel's STORM CHASERS, the Duggar family of 19 KIDS AND COUNTING on TLC, and Dave Salmoni of Animal Planet, traveled to tornado-ravaged communities in Alabama in September to work with Greater Birmingham Habitat for Humanity on major home rebuilds and rehabilitations for affected residents of the Pleasant Grove, Jasper and Center Point suburbs of Birmingham. Alabama Gov. Robert Bentley also was on site for the first day of the project.

Habitat leaders worked closely with Discovery to determine five projects where the company's employees and on-air talent could make an impact on relief efforts already under way. The effort was part of Discovery Impact, which leverages the power of Discovery's brands, businesses and employees to give back and make a difference in the communities in which they live and work. Also as part of the initiative, through the end of 2011, \$10.50 from the sale of each specially created STORM CHASERS and 19 KIDS AND COUNTING t-shirts sold on DiscoveryStore.com are being donated to support Habitat for Humanity's rebuilding efforts.



## » DID YOU KNOW?

Discovery Channel is the **#1 non-fiction site on Facebook** with more than 6.5 million 'likes.'

The **Discovery Education Science Techbook** is being used by more than 200,000 students in seven states across the U.S.

TLC was the only English-language channel to win an award at the **Indian Television Academy Awards**, taking home

the trophy for 'Best Fashion & Lifestyle Channel.'

Discovery Communications was named in the **Top 10 Places to Work by Working Mother Magazine** for the twelfth consecutive year.

Discovery's Western Europe creative team based in London has won **27 PromaxBDA Awards** in the last year across the UK,

Europe and the world, including 'best in-house' creative team.

Discovery Channel was ranked as the **"second most fascinating brand"** in Romania behind only Ferrari.

**Real Time in Italy** celebrated its first anniversary in September as the 8th largest channel among women 20-49.

# FACTS & FIGURES

**Discovery Communications** (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 142 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

## GLOBAL REACH

Cumulative Global Subscribers.....	1.5+ billion
Countries & Territories .....	210
Worldwide Networks .....	142
Languages .....	44
Network Entertainment Brands.....	28

## NETWORK SUBSCRIBERS (IN MILLIONS)

### US Networks

	As of Sept 2011	As of Sept 2010
Discovery Channel.....	100	101
TLC .....	99	100
Animal Planet .....	96	97
OWN: Oprah Winfrey Network.....	77	76
Investigation Discovery .....	77	71
Science Channel.....	68	68
The Hub.....	61	62
Military Channel .....	57	58
Planet Green .....	56	56
Discovery Fit & Health .....	48	53
HD Theater .....	38	32
Discovery en Español.....	5	5
Discovery Familia .....	3	3

### International Networks

	As of Sept 2011	As of Sept 2010
Discovery Channel.....	301	292
Animal Planet .....	260	248
TLC .....	154	135
Discovery Science.....	64	59
DMAX .....	47	46
Discovery Travel & Living.....	45	48
Discovery Home & Health.....	45	40
Discovery Kids .....	36	32
Discovery Turbo .....	35	32
Discovery Real Time.....	28	20
Liv.....	28	24
Discovery World .....	26	19
Quest.....	23	9
Investigation Discovery .....	18	13
Discovery HD.....	16	15
Discovery History.....	11	10
Shed .....	10	9
Discovery Civilization.....	4	5
Discovery Historia.....	1	1

## DIGITAL MEDIA HIGHLIGHTS

Discovery's online digital media properties, consisting of 16 US brand destinations, including Discovery.com, TLC.com and AnimalPlanet.com, as well as HowStuffWorks, TreeHugger and Petfinder, reached an average of 24 million cumulative unique monthly visitors in the first nine months of 2011.

Subscriber numbers as of September 30, 2011, according to The Nielsen Company in the US and internal data review and external sources outside of the US. Subscriber numbers include unbranded programming blocks in China, which are generally provided without charge to third-party channels and represented approximately 280 million cumulative subscribers as of September 30, 2011. US Hispanic networks are distributed to US subscribers, but are operated by and included as part of Discovery International Networks for financial reporting and management purposes. Internet traffic data as of September 30, 2011, according to ComScore, Inc.

### WORLD HEADQUARTERS

One Discovery Place  
Silver Spring, MD 20910  
**TEL:** 240.662.2000

### DISCOVERY NETWORKS ASIA-PACIFIC

3 Changi Business Park Vista  
#03-00  
Singapore 486051  
**TEL:** 65.6510.7500

### DISCOVERY NETWORKS WESTERN EUROPE

Chiswick Park Building 2  
566 Chiswick High Road  
London - W4 5YB, England  
**TEL:** 44.208.811.3000

### DISCOVERY NETWORKS CEEMEA

59 Zlota Street  
Zlote Tarasy, Lumen Building  
00-120 Warsaw, Poland  
**TEL:** 011.48.22.365.11.00

### DISCOVERY NETWORKS LATIN AMERICA/US HISPANIC

6505 Blue Lagoon Drive  
Suite 190  
Miami, FL 33126  
**TEL:** 786.273.4700

